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X	ROM	X	AE	DF
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(Please distribute to all personnel with Forsyth Private Label Contracted Accounts. Attachment I and region specific allocations will be U.S. mailed to each ROU.)

We are pleased to announce a special Forsyth Private Label partners promotion for the fourth quarter 1996 to assist our contracted Private Label accounts generate additional sales at retail. During the time frame of November 4 through December 13, 1996, we will allow them to order an extra one week's average sales of their Private Label brand(s) using a special promotional code and receive an additional \$1.00 off per carton. This reduction in cost will be totally sponsored by Forsyth Tobacco Products and not deducted from the account's alliance accrual fund balance. Details of the program are listed below:

#### Forsyth Sponsored Promotion

Field Sales presents to respective PL contracted accounts during month of October for implementation anytime between November 4 through December 13, 1996.

- One week's average sales by brand style was based on PL brand orders by direct accounts for the 13 week period June 1 August 31, 1998. Each PL contracted account's allocation for this promotion is calculated on its respective sheet. Example Attachment 1 actual account allocations will be sent to you through your ROU. Due to account responsibility changes, if you receive an allocation sheet for an account you no longer call on, please forward to the correct RJR contact. It is desirable to order each allocation by brand style; however, if necessary you may spread the account's allocation across a minimum of four brand styles.
- Field Sales representative with account responsibility must submit the one week's average order for a delivery date of no later than December 13, using Promotional Code # 650 order form (Attachment II). The form should be faxed to Customer Financial Services at fax # 910-741-2156 giving a minimum four week's lead time for delivery. To accomplish this lead time request, all orders must be received no later than November 15. For example, if you want the promotional product delivered on November 22, Customer Financial Services should receive the order no later than October 25.
- The specially allocated product will be shipped during the time-frame of November 4 December 13 with a list price that will be reduced by \$1.04 per carton (\$1.00 for the pass through promotion and \$.04 for terms the wholesaler would have lost based on the lower list), and identified as "Special Promotional Offer" on the Invoice. This promotional allowance is in addition to the Private Label brand's normal terms, EFT, off Invoice, etc. Due to state law, this promotion cannot be offered to our PL accounts physically located in the state of Montana, therefore disregard any allocation sheets you may receive for these accounts.
- In order to participate in this promotion, the PL customer must use every effort to ensure the \$1.00 per carton/\$.10 per pack savings is passed through to the ultimate consumer. In doing so, appropriate pricing communication should be required at retail using supplemental signage and displays as possible. Order necessary POS/displays using normal procedures.

You should strive to have our PL Partners communicate this promotion by placing \$1.00 per carton or \$.10 per pack VPR's on the product. In doing so, order the necessary VPR's using Attachment III. The customary per roll charge of \$5.00 will be waived for this promotion only. In addition, since the \$1.00 per carton promotional value is being funded by Forsyth and deducted from the invoiced list price, no check for the VPR promotional value will accompany the actual VPR's sent to the account. An exception to the placement of VPR's is in carton accounts whose allocation is less than 8 cases total. Due to \$1 VPR's packing of 500 per roll there would be a tremendous amount of VPR waste for anything less (8 cs. x 60 ctns. = 480 VPR's required). Therefore, you may implement this promotion without the application of VPR's; however, you must closely monitor to ensure that the \$1.00 per carton promotional value is passed through to the ultimate consumer on all of the account's allocation.

NOTE: If, by exception only, a <u>carton</u> outlet PL partner requires \$1.00 carton <u>coupons</u> instead of VPR's, contact your AMO for details (\$.10 pack coupons are not available)

#### **PL Partner Sponsored Promotion**

 Where our PL contracted partners have sufficient funds in their alliance accrual accounts, you should require them to match our one week promotional program with a week of their own during the same fourth quarter time-frame. Ordering of product, VPR's, etc., should be handled in the normal fashion, not using the promotional code number. This adds continuity to the promotion and allows them to tag on to an already established volume generator.

This Special Promotion once again reinforces RJR's commitment to our Forsyth Private Label program and sets the stage for continued partnerships in 1997.

Program Contacts:

Your Region Business Manager Your Area Manager of Operations Your Customer Services Representative

R. J. REYNOLDS TOBACCO COMPANY

### **VPR ORDER FORM FOR PROMOTION #650**

TOBACCO INTERNAL USE

### **FORSYTH TOBACCO**

**CUSTOMER SERVICE** 

CUSTOMER SERVICE	Tracking CodeDate Order Received
P. O. Box 2959	Forsyth Rep
Order Information (PLEASE PRINT)  COMPANY NAME: CONTACT NAME: PURCHASE ORDER# STREET ADDRESS: CITY: STATE: PHONE#: FAX: SALES REP: AUTHORIZED BY: DATE: SIGNATURE:	BRAND:  SHIPPING INFORMATION (PLEASE PRINT)  COMPANY NAME: ATTENTION: STREET ADDRESS: CITY: STATE: PHONE#: SPECIAL INFO:
ORDER INF	ORMATION
B ITEM # 464984 DESCRIPTION \$.10	aff one neek VOD I EAD TIME 4 wooks
	Off offe pack VFR LEAD TIME 4 Weeks

### **IMPORTANT**

- CANCELLATIONS of orders will not be accepted
- Minimum quantities must be ordered

**INSTRUCTIONS** 

- Additional charge for special shipping request

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ACCOUNT # ACCOUNT NAME 9990320 WAKEFERN FOOD C	BRAND/STYLE	12M CASES AVERAGE PER WEEK	TOTAL PROMO VALUE
ATTN: VINCE VANVORELLIS P. O. BDX 506			
ELIZABETH NJ 7207	WORTH F 85 SP WORTH F 100 WORTH L F85 SP WORTH L F 100 WORTH L M85 WORTH L M100 WORTH U F100 TOT WORTH	1 1 1 1 0 1 2	\$60 \$60 \$60 \$60 \$0 \$60 \$120 \$420

## PROMOTION #650 - FORECAST AND ORDER FORM FORSYTH PARTNERS 4th QUARTER, 1996 PROMOTION

(Extra product needed to support a promotion not scheduled in the Work Plan)

Who we can contact if we have questions  RIR Contact Name RIR Contact Phone  Chain ID Or Wholesaler Name Whole	Today's Date	oday's Date (Submit form at least 4 weeks prior to promotion)						
Chain ID or Wholesaler Name Wholesaler Account # or Division # (ir Division wide)  Describe the promotion, with specific value if known (Example: boy-down, account deliar, special pre-tooking, etc.):  Forsyth Private Label Partners Promotion for the 4th Quarter, 1996 \$1.00 Off Per Carton  Enter Direct Account #, Public Warehouse # (if known), PO # and EFT Code for each location.  DIRECT ACCOUNT SIS # PUBLIC WAREHOUSE # (if known), PO # and EFT Code for each location.  PO # PUBLIC WAREHOUSE # (if known), PO # and EFT Code for each location.  PO # PO	Who we o	an contact if we	have questions	Is this a Cha	in, Wholesaler, or	· Division wide pro	motion?	
Describe the promotion, with specific value if known (Example: buy-down, account # or Division wide)  Describe the promotion, with specific value if known (Example: buy-down, account dollars, special pre-booking, etc.):  Forsyth Private Label Partners Promotion for the 4th Quarter, 1996 \$1.00 Off Per Carton  Enter Direct Account #, Public Warehouse # (if known), PO # and EFT Code for each location.  DIRECT ACCOUNT SIS #  FUBLIC WAREHOUSE #  REQUESTED SHIP DATE  PO #  EFT CODE  Brand Style Names  UPC (for Customer Order Order Order Quantity Quantity Quantity  Quantity  Quantity  Quantity  Quantity  Quantity  To Tolder Order Quantity  Quantity  Quantity  Quantity  To Tolder Order Ord	RIR Contact Name			Chain Name				
Wholesaler Account # or Division # (if Division wide)  Describe the promotion, with specific value if known (Example: boy-down, accound dollars, special pro-booking, etc.):  Forsyth Private Label Partners Promotion for the 4th Quarter, 1996 \$1.00 Off Per Carton  Enter Direct Account #, Public Warehouse # (if known), PO # and EFT Code for each location.  DIRECT ACCOUNT SIS # PUBLIC WAREHOUSE #  REQUESTED SHIP DATE  PO # # ### PUBLIC WAREHOUSE #  EFT CODE  Brand Style Names UPC (for Castomer Order Order Order (PRINT LEGIBLY) Quantity Quantity Quantity Quantity  Quantity Quantity  Quantity Quantity  PUBLIC WAREHOUSE # Order Order Order Order Order Order Order Order Order (PRINT LEGIBLY)  #### PUBLIC WAREHOUSE # #### DIVERSITY OF THE PUBLIC WAREHOUSE ####################################	RJR Contact Phone		Chain ID					
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Describe the promotion, with specific value if known (Example: buy-down, account dollars, special pre-booking, etc.):  Forsyth Private Label Partners Promotion for the 4th Quarter, 1996  \$1.00 Off Per Carton  Enter Direct Account #, Public Warehouse # (if known), PO # and EFT Code for each location.  DIRECT ACCOUNT SIS #  PUBLIC WAREHOUSE #  REQUESTED SHIP DATE  ###################################				Wholesaler	Account #			
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#### Attachment II

# PROMOTION #650 - FORECAST AND ORDER FORM FORSYTH PARTNERS 4th QUARTER, 1996 PROMOTION

(Extra product needed to support a promotion not scheduled in the Work Plan)

Today's Date		(Subm	it form at least 4	weeks prior to pr	omotion) .	
Who we	can contact if we	have questions	Is this a Cha	in, Wholesaler, or	Division wide pro	motion?
RJR Contact Nam	e		Chain Name	•		
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# PROMOTION #650 - FORECAST AND ORDER FORM FORSYTH PARTNERS 4th QUARTER, 1996 PROMOTION

(Extra product needed to support a promotion not scheduled in the Work Plan)

Today's Date	(Subi	nit form at least 4	weeks prior to pr	omotion) .	
Who we can contact if w	e have questions	<u>Is this a Cha</u>	<u>in, Wholesaler, o</u>	Division wide pro	motion?
UR Contact Name		Chain Name	•		<del></del>
RJR Contact Phone		Chain ID			
		or Wholesal	er Name		
		Wholesaler	Account #		
		or Division	# (if Division wide)		
Describe the promotion, with spec	ific value if known (Ex	ample: buy-down, accru	al dollars, special pre-bo	oking, etc.):	!
Forsyth Private Label Part	ners Promotion fo	r the 4th Quart	ter, 1996		
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### PROMOTION #650 - FORECAST AND ORDER FORM FORSYTH PARTNERS 4th QUARTER, 1996 PROMOTION

(Extra product needed to support a promotion not scheduled in the Work Plan)

Today's Date (St		Submit form at least 4 weeks prior to promotion)					
Who we can contact if w	e have questions	Is this a Cha	in, Wholesaler, or	Division wide pro	motion?		
RJR Contact Name		Chain Name	,	***************************************			
RJR Contact Phone		Chain ID					
\		or Wholesal	er Name				
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FAX this form to Promoti	ons Area: 910-741-	2156 Direct of	questions to: 910-74	<b>11-3521, 3078,  35</b> 4	15		

FAX this form to Promotions Area: 910-741-2156

# PROMOTION #650 - FORECAST AND ORDER FORM FORSYTH PARTNERS 4th QUARTER, 1996 PROMOTION

(Extra product needed to support a promotion not scheduled in the Work Plan)

Today's Date	(Sub	mit form at least 4	weeks prior to pr	omotion) .			
Who we can contact if we have questions  Is this a Chain, Wholesaler, or Division wide promotion?							
RJR Contact Name		Chain Name	8				
RJR Contact Phone		Chain ID			· · · · · · · · · · · · · · · · · · ·		
		or Wholesal	er Name				
		Wholesaler	Account #				
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